

City of National City



“Lets Play Ball”

Strategic Planning Workshop #3
April 5, 2007



First Workshop Overview

January 30, 2007

-  **Reviewed City Council Priorities**
-  **Land Use and Economic Development**
-  **Uncertain Market Conditions**
-  **Updated Projects, Programs, Plans**
-  **Considered Ideal Community Vision**



Second Workshop Overview

February 28, 2007

- **Overview of Redevelopment Financing**
- **Presented Property Tax Increment and Proposition D Sales Tax Information**
- **Bonding and Financial Considerations**
- **Project, Program, & Plan Refinement**
- **Quality of Life Efforts & Options**



STRATEGIC PLANNING WORKSHOPS

COUNCIL

STAFF



#1: Function as One City

“Perform as a Team”



Align City departments and Community Development Commission with City Council objectives to accomplish Strategic Plan



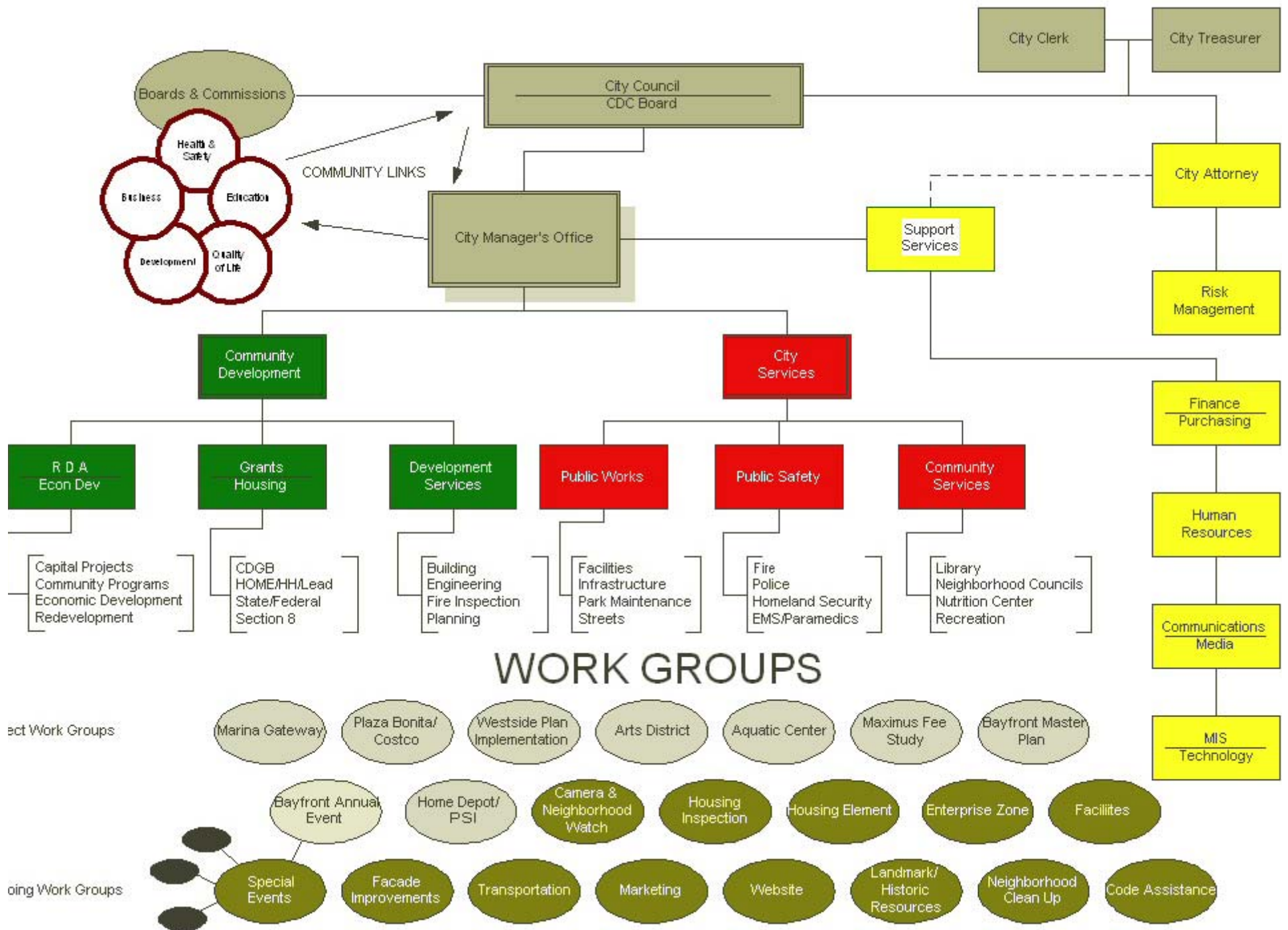
Function As One City



Merging of City and Community Development Commission directed by City Council to achieve:

- **Coordination & streamlining of development services**
- **Resource management to enhance efficient service delivery**
- **Promotion and integration of long planning with existing department strategic plans of different City departments and the Capital Improvement Program (CIP)**
- **Organizational chart revised to align with City Council Goal of Fiscal Sustainability & 5-year Strategic Plan**





Function As One City



To provide exemplary services, increase communication and build a great community – elected leaders, boards, commissions and staff will focus in 5 areas:

Public Safety & Health Services

Business Retention & Expansion

Delivery of Quality of Life Services

Development

Coordination with Educational Institutions



#2: Achieve Fiscal Sustainability

“Home Runs & Base Hits”



Use redevelopment to attract diverse revenue generating projects, leverage financial incentives, such as tax credits, and maximize funding sources such as grants



2: Achieve Fiscal Sustainability

4/5/2007

	1	2	3	4	5	6	7	8	9	Runs	Hits	Errors
Visitor	0	0	X	X	X	X	X	X	X	0	1	0
Home	0	1	X	X	X	X	X	X	X	1	2	0

ACTION PLANS

- Open Plaza Bonita Expansion & Costco
- Create Grants Division & Aggressively Seek Funding Sources
- Complete Maximus Fee Study & Implement Impact Fees to have Growth pay for Growth
- Begin Sycuan/MRW Hotel & Build Up Marina Gateway
- Continue Pursuing Home Depot/PSI & Develop Site



Action Plan 2a



Open Plaza Bonita Expansion & Costco

Resource Analysis

Resource Analysis	
Lead Department	Development Services
Work Group	Plaza Bonita-Costco
Outside Professionals	David Evans and Associates (EIR)
Community Links	Development
Estimated Budget	TBD
Sources of Funding	Private Investment
Potential Benefit	Property tax and sales tax revenues



Action Plan 2a



Open Plaza Bonita Expansion & Costco Timeline

No.	Task	2007				2008				2009				2010				2011			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
1	Plaza Bonita Expansion construction																				
2	Costco escrow closes																				
3	Costco entitlements/EIR/permits																				
4	Costco Construction																				
5	Operation																				



#3: Improve Quality of Life

“Keep the Fans Happy”



Build and maintain facilities and activities that support the community needs and ensure that they are serving the people of National City



3: Improve Quality of Life

4/5/2007

	1	2	3	4	5	6	7	8	9	Runs	Hits	Errors
Visitor	0	0	2	x	X	X	X	X	X	2	3	0
Home	0	1	0	X	X	X	X	X	X	1	2	0

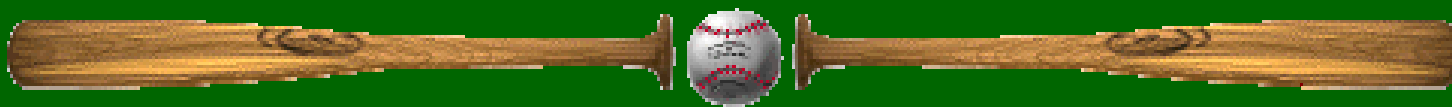
ACTION PLANS

-  **Expand Hours at Community Facilities**
-  **Conduct a Demand Study & Formulate a Strategic Plan for Community Facilities & Activities**
-  **Develop Art & Cultural District including Playhouse & Arts Center**
-  **Build Aquatic Center**
-  **Support City Parks & Open Space (i.e., Paradise Creek)**



#4: Utilize Community Resources

“Play to your Potential”



Engage, educate, and empower the community by improving communications and building programs that leverage the efforts of residents and businesses



4: Utilize Community Resources

4/5/2007



	1	2	3	4	5	6	7	8	9	Runs	Hits	Errors
Visitor	0	0	2	0	X	X	X	X	X	2	3	0
Home	0	1	0	3	X	X	X	X	X	4	6	0

ACTION PLANS

- Reinstitute Neighborhood Watch Program, Expand Security Camera Program, & Explore Red-Light Camera
- Begin offering Wi-Fi Internet Access & Launch Interactive User Friendly Website for the City
- Utilize & Market Enterprise Zone Incentives
- Support Community Benefit Districts
- Work with local schools to empower youth for community change



#5: Focus Long Range Planning Efforts

“One Game at a Time”



Manage land use plans by drafting one specific plan or master plan at a time; continue implementing and studying impacts of other plans concurrently



5: Focus Long Range Planning Efforts

4/5/2007

	1	2	3	4	5	6	7	8	9	Runs	Hits	Errors
Visitor	0	0	2	0	0	X	X	X	X	2	4	0
Home	0	1	0	3	0	X	X	X	X	4	6	0

ACTION PLANS

- Implement Downtown Specific Plan
- Complete the Westside Specific Plan
- Form strategic alliance & initiate the Bayfront Master Plan
- Address Land Use Code & prepare for General Plan Update
- Work toward a Comprehensive Transportation Plan



#6: Improve Housing Conditions

“Home Field Advantage”



Continue providing housing opportunities at all income levels and develop programs to improve existing conditions



6: Improve Housing Conditions

4/5/2007

	1	2	3	4	5	6	7	8	9	Runs	Hits	Errors
Visitor	0	0	2	0	0	2	X	X	X	4	7	0
Home	0	1	0	3	0	0	X	X	X	4	6	0

ACTION PLANS

- **Adopt Housing Element as a 5-year Housing Plan**
- **Help establish market supported values in the downtown area**
- **Develop affordable housing by leveraging 20% TIF set aside funds, HOME funds, & other affordable housing funding**
- **Consider compatibility of residential with other land uses & carry out Amortization Ordinance efforts for Westside**
- **Advance Housing Inspection Program for Rental Properties**

7th Inning Stretch



#7: Make an Impact

“Get on Base”



Revitalize neighborhoods and strengthen community appearance by investing directly into efforts that make an immediate impact on the community



7: Make an Impact

4/5/2007



	1	2	3	4	5	6	7	8	9	Runs	Hits	Errors
Visitor	0	0	2	0	0	2	1	X	X	5	8	0
Home	0	1	0	3	0	0	0	X	X	4	7	1

ACTION PLANS

- Educate the Community regarding Code Assistance & Graffiti Abatement Efforts & Encourage Compliance
- Invest in Infrastructure & Aging Public Facilities
- Continue Neighborhood Clean Ups & Initiate Annual Spring Cleaning
- Develop a Neighborhood Revitalization Toolbox
- Support Public Art & Initiate Percent for Art Program



#8: Promote Community Assets

“Make your Stars Shine”



Build image of the City by distinguishing important community assets and marketing them to the region





8: Promote Community Assets

4/5/2007

	1	2	3	4	5	6	7	8	9	Runs	Hits	Errors
Visitor	0	0	2	0	0	2	1	1	X	6	10	0
Home	0	1	0	3	0	0	0	1	X	5	9	1

ACTION PLANS

- Identify Landmarks & Offer Incentives
- Develop City Branding & Update Comprehensive Signage Program
- Create Informative Materials & Launch Marketing Campaign
- Encourage Public Uses & Special Events on the Bayfront
- Cultivate Plan for City owned Historic & Cultural Resources

#9: Build on Success

“Build a Winning Dynasty”



In the City's continued efforts for positive change, it is important to recognize our successes and build on them



9: Build on Success

4/5/2007

	1	2	3	4	5	6	7	8	9	Runs	Hits	Errors
Visitor	0	0	2	0	0	2	1	1	0	6	10	0
Home	0	1	0	3	0	0	0	1	2	7	11	1

ACTION PLANS

- **Develop Business Attraction & Retention Program**
- **Draw Attention to Important Gateways & Intersections**
- **Plan & Highlight Special Events to Promote Accomplishments**
- **Concentrate Facade Program on identified focus areas & community landmarks**
- **Continue to Cultivate Neighborhood Councils**



“Lets Play Ball”

“It’s Opening Day!”

Public Comment

City Council Discussion

